PROVISIONAL PATENT APPLICATION

RICH CONTENT DOWNLOAD

Inventor(s): Nathan F. Raciborski, a citizen of the United States, residing at,
2643 East Spring Rd.
Phoenix, AZ 85032

Assignee: Limelight Networks, LLC
8936 North Central Avenue
Phoenix, AZ 85020

Entity: Small entity

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
Tel: 303-571-4000

RICH CONTENT DOWNLOAD

[01] This application incorporates by reference in its entirety both: US Provisional Patent Application Serial No. 60/490,810 filed on July 28, 2003, entitled MULTIPLE OBJECT DOWNLOAD, referenced by Attorney Docket No. 40152-000200US; US Provisional Patent

5 Application Serial No. 60/500,530 filed on September 5, 2003, entitled MANAGEMENT OF DIGITAL CONTENT LICENSES, referenced by Attorney Docket No. 40152-000300US; and US Provisional Patent Application Serial No. 60/500,388 filed on September 5, 2003, entitled AUTHENTICATION OF CONTENT DOWNLOAD, referenced by Attorney Docket No. 40152-000400US.

10 DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

[02] The ensuing description provides preferred exemplary embodiment(s) only, and is not intended to limit the scope, applicability or configuration of the invention. Rather, the ensuing description of the preferred exemplary embodiment(s) will provide those skilled in the art with an enabling description for implementing a preferred exemplary embodiment of

15 the invention. It being understood that various changes may be made in the function and arrangement of elements without departing from the spirit and scope of the invention as set forth in the appended claims.

[03] Today, content files are downloaded from services for playback from a computer hard drive or media player. In some cases, certain song files can be used to produce compact disks

20 (CDs) for playback in any CD player. A download manager can allow downloading of multiple content files at a time. With some download services, digital rights management (DRM) is used to protect the file after download such that usage is restricted in predefined ways. During the download, the customer simply waits for the process to complete before accessing the content. Some players allow streaming playback of content in stead of using

25 the download before playing model.

[04] The present invention enhances delivery of a content file, such as, a video, music/audio file, a picture, an e-book, a game, software, a manuscript or any other copyrightable material. In one embodiment, the download manager provides additional content during and/or after the content is downloaded. For example, the customer may

30 download a song from a particular artist, before a ten second video vignette is played for the customer thanking the customer for legally acquiring rights to the song. The vignette could

include a message from the artist, a music video, a cross-promotion, or some other additional content related to the download. In various embodiments, the additional content could include hypertext links to more information about the content file, lyrics or other written material, a karaoke version of the content file, applications or games related to the content

5 file, audio and/or video messages, pictures related to the content file, animated videos, FLASH™ demonstration, album art, desktop wallpaper or computer themes, related content files (e.g., "making-of" videos, artist interviews, and out-takes), etc.

[05] The additional content is tailored to the context of the situation. The genre of the content file, artist of the content file, label or studio promoting the content file, download

10 service used for download, customer identity (e.g., name, age, address, phone number, etc.), prior purchases of the customer, recent events, fan club memberships, etc. can all be used in determining the additional content for a given situation. For example, the download manager and download service could determine that a particular video vignette had been played previously and arrange for a new one to be played. In another example, a customer with a

15 significant interest in an artist, genre, studio, or label (as evidenced on their content collection or buying habits) could be invited to join a club of like-minded customers, join an online community and/or receive a fanzine or magazine subscription. In yet another example, when a particular song or video is downloaded, the artwork on the tangible version could be displayed. This could also include the liner notes, lyrics, credits, bonus material, etc.

20 typically found in distribution media for audio and video.

[06] In another example, the system could recognize that my area code is 602 and I purchased song(s) from a specific artist. It could then play a video vignette with that artist saying, 'Thanks for buy my latest song. I'll be in Phoenix on Oct 12 for a concert, please call 888.555.1111 for ticket information.'. This illustrates an unique aspect of the invention in

25 that tailored and relevant additional content is made available to these online download services to be provided to receptive customers as promotion. Unlike a conventional record store experience, where a person simply checks out at the register and never hears about concerts in the area, the experience of this invention can enhance the fan's affinity to an artist in one embodiment.

30 [07] The experience of rich content download could be consistent regardless of the number of download services used to collect the content. The download manager could be used with any number of download services. The download manager could determine or track the content files on the users computer(s) or could query a database(es) that indicated the content

2

files licensed to the customer. The licenses of the customer could be kept in a central database and/or databases maintained by the download services, licensing agencies, artists, studios, labels, and/or other organizations.

[08] In some embodiments, the additional content could include additional content files or expanded rights to existing content files. For example, if the download manager and/or download service determines that eight of ten songs from an album had been purchased, the download manager and/or download service could offer the remaining two songs at a discount or for free. The rights to the content file controlled by the DRM could be expanded if certain conditions are met, such as rights to write a movie to a disk if five movies are purchased from a particular studio.

[09] In some embodiments, this information could be embedded in the content file or sent separately. The additional content could be activated while during the content file download or after the download is complete. Configuration screens of the download service and/or the download manager allow disabling some or all of these features.

[10] One embodiment allows a low-bandwidth version of the additional content that only provides links, text and/or pictures. By selecting a link, the customer can optionally download the additional content. The low-bandwidth version could be selectively enabled by the customer by configuring the download manager and/or content service. Other embodiments could have low-bandwidth additional content during the download and switch to higher-bandwidth additional content afterward.

[11] With customized additional content, a wide variety of possible additional content could be collected. A distribution strategy would be designed into an algorithm for promoting the content file in a desired manner. For example, an artist might record tens of video or audio vignettes that would be played in various situations, such as a vignette promoting a new song that is played the week of the new song's release. New vignettes could be added over time to address current issues and/or new promotion strategies. The download service could provide interfaces to the artists and their representatives to allow customizing of the distribution strategies. In one example, the download manager displays a listing of other content files that are determined to be of interest to the customer. Some embodiments may store the interests of the customer in the download manager and/or could store the interests in a database remote to the customer's download manager.

[12] In this embodiment, application software or applets are used to implement the download manager. This functionality could be embedded into the web browser and/or media player in other embodiments. The download manager displays a window or activates a

3

window in another program to present the additional content. For example, the download manager could activate a video player application that plays a streamed video vignette chosen by the download service after download of the content file. The customer may automatically be presented with the additional content or be required to request it with a link or button.

5 [13] In one embodiment the download manager includes an embedded browser next to the audio or video presentation portion. This adjacent browser could offer free downloads of other content files and links. Activation of a link for another content file in the adjacent browser window could launch another and separate download manager for those other content files. Alternatively, a single download manager could also download the other

10 content files.

[14] In some embodiments, the additional content is available before purchase or download of the content file. Other embodiments may only describe the additional content, but not make it available until after purchase or download. Yet other embodiments may be a hybrid between these approaches that makes some additional content available before

15 download or purchase, while other additional content is made available afterward. For example, the information describing the content file may include a picture of the cover of the album, but the liner notes are not available until after download or purchase. The download manager and/or download services could remember the entitlement to the additional content so it would be accessible at a later time.

20 [15] In another embodiment, a video or audio vignette is played, which could be a promotion or commercial. To assure the customer is present, a test question or button might have to be executed after completion of the vignette. Once the presence of the customer is confirmed, additional content is provided as a bonus. This interaction could follow an algorithm, storyline or theme in nested loops and branches in various directions much like an

25 interactive game. In this way, interaction with the vignettes qualifies a customer for additional content, which may or may not be a content file.

[16] The principals of this invention could be extended to customization of the download manager according to some theme. For example, skins, buttons, title bars, etc. could be customized for the download manager, artist, label, studio, genre, etc. This customization

30 could be tied into the download service. As a example, the download service could have a religious music section. When the download manager is activated, the look and feel is customized for that genre. The download manager could call predefined configurations or could send a custom configuration. These configurations could be tied to advertising

4

contracts. For example, when a particular artist has their content file downloaded, their sponsoring cola has their configuration customize the download manager.

[17] While the principles of the invention have been described above in connection with specific apparatuses and methods, it is to be clearly understood that this description is made

5 only by way of example and not as limitation on the scope of the invention.